

YouGov / WWF Survey Results

Sample Size: 2105 UK Adults
Fieldwork: 4th - 5th March 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South	
Weighted Sample	2105	671	493	177	739	781	1021	1084	221	869	522	493	1200	905	1768	103	179	55	495	339	248	686	
Unweighted Sample	2105	691	477	182	855	748	1010	1095	191	884	521	509	1283	822	1777	108	169	51	513	355	174	735	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

The economy	54	54	59	56	62	48	58	50	61	58	51	47	56	52	54	53	61	50	54	57	54	52
Health	48	43	57	58	57	44	40	55	37	46	51	53	50	45	47	44	54	75	45	48	45	48
Immigration & Asylum	34	60	12	18	17	61	36	33	14	21	44	57	30	40	35	32	35	28	35	38	20	38
Housing	25	15	34	24	27	17	25	25	37	32	19	14	26	24	25	31	26	24	22	18	40	24
The environment	20	10	30	26	28	11	20	21	27	25	17	14	23	17	21	21	17	24	24	20	20	19
Crime	19	29	11	19	14	28	19	20	12	15	22	26	17	21	20	22	13	8	20	22	24	17
Tax	15	14	14	8	11	13	18	12	22	19	12	8	14	16	15	18	14	9	13	14	22	13
Defence and security	15	28	6	14	11	24	18	13	8	9	17	28	15	16	16	10	10	10	14	17	13	19
Education	12	7	18	18	17	8	9	15	17	14	11	8	14	11	12	12	14	28	11	12	11	13
Britain leaving the EU	12	5	17	22	19	6	15	10	13	11	14	13	13	12	12	9	14	10	13	14	11	12
Welfare benefits	8	6	9	7	8	8	9	8	7	10	11	5	8	9	9	10	6	4	10	10	7	8
Pensions	7	9	5	6	6	10	7	7	1	4	7	14	5	9	7	7	7	9	8	6	2	8
Family life & childcare	6	4	8	8	7	4	4	9	3	11	4	2	6	6	6	9	5	13	4	6	6	7
Transport	4	2	5	3	4	3	5	2	6	4	4	2	4	3	4	4	2	0	4	2	4	4
None of these	0	0	0	0	0	1	1	0	1	1	0	0	0	1	0	2	0	0	1	0	1	0
Don't know	2	1	2	1	1	1	1	2	6	2	2	1	2	2	2	1	3	0	2	2	3	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about how you feel TODAY about climate change and its effects, which of the following comes closest to your view?

I am currently very worried about climate change and its effects	24	12	39	23	32	13	24	24	36	28	19	17	26	22	24	23	22	28	22	22	33	23
I am currently fairly worried about climate change and its effects	42	39	44	58	48	37	39	46	38	44	43	40	45	39	43	38	38	35	44	44	39	43
TOTAL WORRIED	66	51	83	81	80	50	63	70	74	72	62	57	71	61	67	61	60	63	66	66	72	66
I am not currently very worried about climate change and its effects	20	28	9	16	13	29	21	19	13	16	23	26	19	21	19	22	24	25	18	19	16	21
I am not currently worried about climate change and its effects at all	10	17	4	1	4	17	13	7	4	7	12	15	8	13	9	13	13	11	12	11	6	8
TOTAL NOT WORRIED	30	45	13	17	17	46	34	26	17	23	35	41	27	34	28	35	37	36	30	30	22	29
Don't know	4	3	4	2	3	4	3	5	10	4	3	3	3	6	5	4	2	0	3	4	6	5

Generally speaking, do you think the following are currently doing too much or too little to tackle climate change, or are they currently doing enough?

The UK Government

Doing too much	8	16	2	1	3	17	11	5	1	5	10	13	7	9	7	11	9	10	9	8	4	7
Currently doing enough	20	37	8	16	13	30	21	20	14	15	22	32	18	23	21	18	21	16	21	21	18	21
Doing too little	59	35	81	74	74	41	59	58	71	67	55	44	64	52	59	55	60	69	57	59	66	58
Don't know	13	12	10	9	10	12	9	17	14	13	13	11	11	16	13	16	11	5	13	12	12	14

UK politicians more generally

Doing too much	7	16	1	1	3	16	11	4	1	4	10	14	7	8	7	9	9	10	9	8	3	7
Currently doing enough	15	27	8	14	10	21	16	14	10	12	14	24	14	17	15	12	16	16	15	18	12	15
Doing too little	62	41	80	76	76	46	63	62	75	69	59	49	66	57	62	61	62	69	61	59	70	62
Don't know	15	16	11	9	12	16	10	20	14	15	16	13	13	18	15	18	13	5	16	14	15	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think the following are doing more or less to tackle climate change than they were a year ago?

The UK Government

Doing more	8	14	3	2	5	12	8	8	8	7	8	10	7	9	8	7	9	5	10	9	7	7
Doing about the same	45	54	38	50	42	49	48	42	47	41	45	49	46	43	46	36	42	42	47	43	43	47
Doing less	31	17	46	38	42	23	33	29	23	34	32	26	32	28	30	40	29	37	31	31	35	28
Don't know	17	15	13	10	11	17	12	22	21	18	15	14	15	20	16	18	20	16	13	17	15	19

UK politicians more generally

Doing more	6	10	4	2	4	9	7	5	7	5	6	8	6	7	6	6	7	4	8	6	5	5
Doing about the same	45	52	41	53	45	46	48	42	44	42	44	49	48	41	45	37	40	46	44	46	43	47
Doing less	30	20	39	33	37	24	30	29	26	32	31	26	29	30	29	37	33	35	29	29	32	27
Don't know	20	19	17	12	14	21	15	25	24	21	19	17	17	23	20	20	20	16	19	19	20	21

Which of the following comes closest to your view?

I actively look for news about climate change	10	6	14	10	12	6	10	9	15	9	9	8	10	8	10	10	9	7	7	8	15	10
I see news about climate change, but it is not something I actively look for	73	72	75	82	79	69	71	74	70	73	73	71	75	69	72	66	74	83	75	72	73	71
I actively avoid looking for news about climate change	13	19	7	4	6	21	15	12	6	12	14	18	11	17	13	18	14	11	13	16	6	14
Don't know	5	3	4	5	3	4	4	5	8	5	4	2	4	6	5	5	2	0	5	4	6	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much of an impact, if any, do you think each of the following can have on tackling climate change?

Individuals

A large impact	13	12	12	11	11	12	13	12	12	13	13	11	10	16	12	16	15	15	14	10	12	12
A significant impact	26	25	30	29	31	23	23	29	25	25	27	27	27	26	26	30	25	23	26	24	30	27
TOTAL LARGE / SIGNIFICANT IMPACT	39	37	42	40	42	35	36	41	37	38	40	38	37	42	38	46	40	38	40	34	42	39
A small impact	46	46	50	52	49	45	45	46	48	47	44	45	50	39	46	42	46	48	43	48	46	47
No impact at all	10	14	5	5	5	16	14	6	7	8	11	13	9	11	9	11	11	12	12	13	6	8
TOTAL SMALL / NO IMPACT	56	60	55	57	54	61	59	52	55	55	55	58	59	50	55	53	57	60	55	61	52	55
Don't know	6	4	4	3	4	5	4	7	8	7	5	4	4	8	6	1	4	2	6	6	6	6

Businesses

A large impact	39	29	51	42	46	30	38	40	44	46	35	30	40	39	38	42	43	59	37	34	48	37
A significant impact	37	38	36	44	39	35	38	37	40	35	39	39	41	33	38	34	34	23	38	40	35	39
TOTAL LARGE / SIGNIFICANT IMPACT	76	67	87	86	85	65	76	77	84	81	74	69	81	72	76	76	77	82	75	74	83	76
A small impact	13	22	7	10	9	20	14	13	8	10	15	20	12	15	14	10	14	12	14	15	10	13
No impact at all	4	8	1	1	1	9	5	3	1	3	6	7	3	5	4	8	5	6	5	5	1	4
TOTAL SMALL / NO IMPACT	17	30	8	11	10	29	19	16	9	13	21	27	15	20	18	18	19	18	19	20	11	17
Don't know	6	4	4	3	4	5	4	7	8	7	5	4	4	8	6	4	4	0	6	6	6	7

Governments

A large impact	42	27	57	47	53	29	42	43	57	48	37	33	46	38	41	47	51	59	42	37	49	39
A significant impact	34	40	30	40	34	36	33	35	30	33	35	37	34	33	35	26	27	23	33	37	36	36
TOTAL LARGE / SIGNIFICANT IMPACT	76	67	87	87	87	65	75	78	87	81	72	70	80	71	76	73	78	82	75	74	85	75
A small impact	11	19	6	8	7	19	12	11	5	8	15	18	10	13	11	12	12	10	12	13	5	12
No impact at all	6	9	2	2	2	11	8	4	1	4	7	9	5	7	5	8	6	6	6	6	4	5
TOTAL SMALL / NO IMPACT	17	28	8	10	9	30	20	15	6	12	22	27	15	20	16	20	18	16	18	19	9	17
Don't know	7	4	5	3	5	6	5	8	8	8	6	4	4	10	7	7	4	2	7	7	6	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closest to your view?

It is already too late to avoid the worst effects of climate change	14	15	10	13	12	15	16	12	8	13	16	14	14	13	14	14	13	14	13	13	14	14
We are still able to avoid the worst effects of climate change but it would need a drastic change in the steps taken to achieve this	58	43	75	69	71	43	54	62	69	62	53	50	62	52	58	53	64	60	58	57	58	58
We will be able to avoid the worst effects of climate change if we broadly carry on with the steps currently being taken	12	20	5	12	8	18	14	11	10	9	14	17	11	14	12	23	10	10	10	12	12	13
Not applicable - climate change is not an issue	8	15	3	1	2	16	11	5	1	6	10	13	7	10	8	5	10	10	10	11	6	6
Don't know	8	7	7	5	6	8	6	10	11	9	7	6	6	10	9	5	3	7	9	8	10	9

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*